



GLOBAL  
ASSOCIATION of  
**WOMEN** in  
*payments*

# LATAM 2025

## AWARD CATEGORIES & CRITERIA

*Kristy Duncan,  
Founder & CEO,  
Women in Payments*

## INNOVATION AWARD

Nominations are encouraged from across the payments industry, including but not limited to back office, tech, operations, client facing, fintech and more. The Women in Payments Award for Innovation will be presented to a woman in the industry who best meets the following criteria:

### CRITERION 1: INNOVATION

Has promoted payments innovation through creativity, vision, and perseverance in her organization or the payments industry. Has been instrumental in promoting innovations or creative process re-engineering which are original, have significant impact, can be easily and effectively adopted, have results that are measurable, can be applied elsewhere and support and inspire others in the organization or industry to innovate.

### CRITERION 2: PROBLEM SOLVING

Creative use of new knowledge and/or technology to develop ideas aimed at addressing ongoing challenges, enhancing customer experience and creating innovative systems, technology, products, programs and/or policies to solution such challenges.

### CRITERION 3: PRODUCTIVITY

Has created a solution that reduces time, resources, risks, and/or costs associated with delivering a service, system or product. Has successfully implemented the solution, resulting in a positive impact to the product or customer experience beyond the nominee's own team or department.

### CRITERION 4: MENTORSHIP

Is widely recognized for her expertise and actively works to empower others. Leads by example and motivates members of her team, organization or industry. Acts as a mentor, advisor and teacher, to make a positive impact on members of her organization or the payments industry.

### CRITERION 5: INTEGRITY & DIVERSITY

Has integrity and sets high professional standards for ethics and quality of work. Has contributed to a positive and supportive learning environment by encouraging diversity of people and opinions.



## EDUCATOR AWARD

The Women in Payments Award for Educator will be presented to a woman who best meets the following criteria:

### CRITERION 1: EXPERTISE

Is an authority in her field within the payments industry. Is the go-to resource for her knowledge and specific expertise on her projects, within her organization and in the industry as a whole. Has combined professional excellence with a demonstrated commitment to advancing knowledge about payment products, services, and/or industry infrastructure.

### CRITERION 2: VISION

Has a clear and strong idea of what she sees for the future of a project, her organization and the payments industry. Believes in the potential of her colleagues, collaboration and the sharing of knowledge to excel and exceed expectations.

### CRITERION 3: ACTION

Has taken leadership in initiatives that provided effective and accurate information concerning the payments industry directly to payment system users or other stakeholders which led to new insights or regulations, furthering the industry as a whole.

### CRITERION 4: MENTORSHIP

Is widely recognized for her expertise and actively works to empower others. Leads by example and motivates members of her team, organization or industry. Acts as a mentor, advisor, and teacher to make a positive impact on members of her organization or the payments industry.

### CRITERION 5: INTEGRITY & DIVERSITY

Has high integrity and sets high professional standards for ethics and quality of work. Has contributed to a positive and supportive learning environment by encouraging diversity of people and opinions.



## INSPIRATION AWARD

The Women in Payments Award for Inspiration will be presented to a woman who inspires others in the industry, often through thought leadership or mentorship. Nominations are encouraged from across the payments industry, including but not limited to back office, tech, operations, client facing, fintech and more. The winner will be the nominee who best meets the following criteria:

### CRITERION 1: DRIVES VISION IN HER ORGANIZATION OR INDUSTRY

Is able to create a strong vision and inspire a team towards achieving a goal, either in her organization or industry. Has demonstrated payments thought leadership by actively contributing to the payments debate.

### CRITERION 2: LEADERSHIP

Exudes a strong desire for growth and has a vision for the future. Actively encourages debate about the evolution of payments in order to shape a strong payments ecosystem. Inspires others to reach great heights of performance and success and is consistently proactive in seizing opportunities. Creates an environment where everyone feels valued and heard.

### CRITERION 3: EXUDES POSITIVITY

Freely shares knowledge and insights of the payments system with colleagues, industry professionals and/or outside the industry. Is a beacon of positivity in the face of challenges and failures and is able to uplift others through her positive outlook. Inspires others to accomplish goals, despite difficulty or roadblocks to achieving success. Inspires greatness and growth from others.

### CRITERION 4: RELATIONSHIPS AND MENTORSHIP

Is widely recognized for her ability to build strong relationships and mentor others. Actively works to empower others to be positive team players and further change agents. Leads by example and motivates members of her team, organization or industry. Acts as a mentor, advisor and teacher, making a positive impact on members of her organization or the payments industry.

### CRITERION 5: COMMUNICATION AND INTEGRITY

Displays extremely strong communication skills and creates an environment where everyone feels valued and heard. Establishes connections with people to build strong relationships founded on integrity, impeccable ethics and high quality of work.



## ADVOCATE FOR WOMEN AWARD

The Women in Payments Advocate Award will be presented to a woman in the industry who best meets the following criteria:

### CRITERION 1: PROMOTION OF FEMALE TALENT

Demonstrates commitment to gender parity at all levels of the organization, through active hiring and promotion of gender-balanced teams. Supports the career development of women by giving opportunities for learning, networking and career advancement. Drives the organization or industry toward gender parity at all levels.

### CRITERION 2: ADVOCATES FOR WOMEN

Is a strong leader and advocate for women in the organization, offering sponsorship and mentorship to women at all levels. Actively supports and advocates for women to promote their career growth. Is an advocate for gender equality at all levels, including equal pay and equal opportunities for career growth. Provides a positive forum for women to network and find mentors within the organization or industry.

### CRITERION 3: SUPPORTS AND EDUCATES

Promotes education, career development and mentorship opportunities, both formal and informal, for women in the organization or industry. Leads or facilitates access to educational resources and business resource groups to support the personal and career growth for women in the organization or industry.

### CRITERION 4: MENTORSHIP

Is widely recognized for her expertise and actively works to empower others. Leads by example and motivates members of her team, organization or industry. Acts as a mentor, advisor and teacher to make a positive impact on women in the organization and beyond.

### CRITERION 5: INTEGRITY & DIVERSITY

Has integrity and sets high professional standards for ethics and quality of work. Has contributed to a positive and supportive learning environment by encouraging diversity of people and opinions.



## RISING STAR

Nominations are encouraged from across the payments industry, including but not limited to back office, tech, operations, client facing, fintech and more. The Women in Payments Rising Star Award will be presented to a woman under the age of 40 (as of January 1, 2025), who is currently employed in the LATAM region and who best meets the following criteria:

### CRITERION 1: DRIVE

Is always willing to go the extra mile to achieve excellence for herself, her organization, her clients and/or the industry. She supports and inspires others through promoting innovation and advancement. She is results-oriented, always seeking new ideas with the ability to translate them into action for her organization and customers.

### CRITERION 2: PROFESSIONAL EXCELLENCE

Consistently delivers, collaborates and leads in a variety of settings and circumstances. Performs with distinction and delivers strong results by building trust and confidence among her colleagues, peers and/or clients.

### CRITERION 3: POTENTIAL

Exhibits behaviors that reflect her organization's culture and values in an exemplary manner. Shows a strong capacity to grow and succeed throughout her career.

### CRITERION 4: MENTORSHIP

Is widely recognized for her expertise and actively works to empower others. Leads by example and motivates members of her team, organization or industry. Actively supports others to make a positive impact on members of her organization, clients or the payments industry.

### CRITERION 5: INTEGRITY & DIVERSITY

Has high integrity and sets high professional standards for ethics and quality of work. Has contributed to a positive and supportive learning environment by encouraging diversity of people and opinions.



## DISTINGUISHED PAYMENTS PROFESSIONAL

Nominations are encouraged from across the payments industry, including but not limited to back office, tech, operations, client facing, fintech and more. The Women in Payments Distinguished Professional Award is a lifetime achievement honor. It will be presented to a woman who is a recognized role model and positive contributor to the overall image of the industry and who best meets the following criteria:

### CRITERION 1: ACHIEVEMENT

Has influenced industry trends, acts as a role model and successfully reached and exceeded goals—taking her team, organization and/or industry to the next level.

### CRITERION 2: CONTRIBUTION

Acts as a payments ambassador to promote a positive image of her organization, industry initiative and the payments industry as a whole. Actively contributes to the collective success of the payments industry as a whole. Is viewed as a trusted advisor by peers and colleagues and is often a source of industry expertise.

### CRITERION 3: LEGACY

Is known for her personal and professional authenticity and building her career on a strong set of values. Has built strong and positive relationships with co-workers and industry stakeholders. Is seen as a role model within her organization and throughout the industry.

### CRITERION 4: MENTORSHIP

Is widely recognized for her expertise and actively works to empower others. Leads by example and motivates members of her team, organization or industry. Acts as a mentor, advisor and teacher to make a positive impact on members of her organization or the payments industry.

### CRITERION 5: INTEGRITY & DIVERSITY

Has integrity and sets high professional standards for ethics and quality of work. Has contributed to a positive and supportive learning environment by encouraging diversity of people and opinions.



# WOMEN IN PAYMENTS LATAM 2024 AWARDS PROGRAM CATEGORIES & CRITERIA

## APPLICATION REQUIREMENTS

- EACH NOMINEE CAN ONLY BE NOMINATED FOR ONE AWARD CATEGORY, DUPLICATE NOMINATIONS WILL NOT BE ACCEPTED.
- A MAXIMUM OF ONE NOMINEE PER CATEGORY PER ORGANIZATION.
- SELF NOMINATIONS ARE NOT ALLOWED.
- EACH NOMINEE SUBMITTED MUST RESIDE IN THE LATAM REGION.

Please have the following prepared in advance of submitting the application online:



### Nominator (may be the same as nominee)

- Name
- Organization
- Email
- Phone

### Nominee

- Name
- Organization
- Job title
- Biography
- Email
- LinkedIn Profile (URL)
- Phone
- Address

### Award

- Category
- Describe how the nominee meets the criteria for this award. (min 500 – 1000 max characters)
- Outline of the nominee’s experience in the organization or within the payments industry in the areas of leadership, mentorship, integrity and diversity. (min 500 – 1000 max characters)
- Describe the nominee’s most significant achievements in the organization or the payments industry in the areas of leadership, mentorship, integrity and diversity. Provide concise examples of initiatives, efforts, programs and or policies that have contributed to success. (min 500 – 1000 max characters)
- List any recognition or awards received by the nominee, the organization that awarded them and date awarded.
- Biography (min 500 – 1000 max characters)
- Profile picture of the nominee (max 1000 x 1000 pixels)

### References

- Min of one (1) mandatory reference letter from colleagues and peers who can support the nomination. However, we encourage you to provide additional two supplementary references for a strong nomination. This is optional.
- Name, Organization, Email, Phone
- Capacity in which they know the nominee (min 100 – 300 max characters)
- Reasons why they support the nomination (min 100 – 300 max characters)



## INNOVATION AWARD

Nomination #:					
Nominee:					
Title:					
Organization:					
Innovation	Problem Solving	Productivity	Mentorship	Integrity & Diversity	Total Score
/10	/10	/10	/10	/10	/50



## EDUCATOR AWARD

Nomination #:					
Nominee:					
Title:					
Organization:					
Expertise	Vision	Action	Mentorship	Integrity & diversity	Total Score
/10	/10	/10	/10	/10	/50

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## INSPIRATION AWARD

Nomination #:					
Nominee:					
Title:					
Organization:					
Shares Vision	Leadership	Exudes Positivity	Builds Relationships & Mentorship	Communication & Integrity	Total Score
/10	/10	/10	/10	/10	/50

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## ADVOCATE FOR WOMEN AWARD

Nomination #:					
Nominee:					
Title:					
Organization:					
Promotion of Female Talent	Advocate for Diversity & Inclusion	Supports & Educates	Mentorship	Integrity & Diversity	Total Score
/10	/10	/10	/10	/10	/50



## RISING STAR AWARD

Nomination #:					
Nominee:					
Title:					
Organization:					
Drives	Professional excellence	Potential	Mentorship	Integrity & diversity	Total Score
/10	/10	/10	/10	/10	/50

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## DISTINGUISHED PAYMENTS PROFESSIONAL

Nomination #:					
Nominee:					
Title:					
Organization:					
Achievement	Contribution	Legacy	Mentorship	Integrity & diversity	Total Score
/10	/10	/10	/10	/10	/50

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